

### **REMARKS**

Presently, claims 3, 4, 6, 9, 13-17, 19, 20, and 31-36 are pending in the application. Dependent claim 17 has been amended to correct an antecedent basis error noted by the Examiner. Since the amendment is of a formal nature, no new matter has been added to the application.

#### ***Entry of Rule 116 Amendment***

Applicant respectfully requests that the Amendment After Final be entered in accordance with 37 CFR §1.116 and MPEP 714.13 since: (1) no new matter has been added to the application by the Amendment; (2) the Amendment resolves all issues raised by the Examiner in the Final Office Action; (3) the subject matter of the Amendment already has been included in the Examiner's search and therefore does not require the Examiner to perform further searching; (4) the Amendment places the application in condition for allowance or in better form for appeal and (5) the Amendment does not result in a net addition of claims to the application.

#### ***Claim Rejection – 35 U.S.C. § 112, second paragraph***

The Examiner has rejected claim 17 as being indefinite under 35 U.S.C. § 112, second paragraph. Specifically, the Examiner pointed out that both independent claim 15 and dependent claim 17 recited “a content server”. Claim 17 has therefore been amended to recite “the content server”, such that claim 17 is no longer indefinite. Reconsideration and withdrawal of the Examiner’s rejection of claim 17 are respectfully requested.

***Prior Art Rejection – 35 U.S.C. § 102(e)***

The Examiner has rejected claims 3, 4, 6, 9, 14, 15, 17, 19, 20, and 31-36 under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 5,933,811 to Angles et al. (“Angles”). Applicant respectfully traverses this rejection.

Angles teaches a network-implemented method and system for delivering customized electronic advertisements that are selected based upon user profiles and then integrated into web offerings maintained by other content providers. Angles’ system is, therefore, a directed-marketing network that uses profiles to target specific consumer audiences. In particular, the matching of consumer profiles with advertising profiles occurs on advertisement provider computer 18 (Angles, column 15, lines 20-30). When a consumer registers with the advertisement provider computer 18, the registration module 60 prompts the consumer to enter demographic data (Angles, column 14, lines 16-18). Regarding the scope of the demographic data collected, however, Angles specifically states that only “a wide variety of information, including but not limited to, age, sex, income, career, interests, hobbies, consumer preferences, the account number for the consumer Internet provider, other account information, etc.” is collected (Angles, column 14, lines 20-23). There is no disclosure in Angles that specifically limits the scope of the information collected. Additionally, once the consumer has entered the demographic data, registration module 60 stores the demographic data as a profile in the registration database 68. FIG. 4 of Angeles makes it abundantly clear that registration module 60 is a component of advertisement provider computer 18. At most, a copy of a consumer member code 22 is stored on the consumer computer 12 in the form of a “cookie” (Angles, column 11, lines 2-3). By necessity, then, subsequent access to the consumer demographic data is made by accessing the registration database 68, and therefore, the advertisement provider computer 18 – not the consumer computer 12.

Independent claim 3 recites:

A system for delivering customized web pages to users,  
said system comprising:

at least one content server that stores web page content for a plurality of web pages;

a centralized demographic server that retrieves demographic information via direct input from a user, the demographic information preserving the anonymity of the user; and

a computer associated with the user that stores the demographic information input by the user,

wherein said content server directs the user to said demographic sever for input of the demographic information, and

wherein said content server utilizes the stored demographic information from the computer to customize at least one web page request by the user. (emphasis added)

Angeles does not disclose the use of “demographic information that preserves the anonymity of the user.” Angeles’ system collects a broad scope of demographic data, including an explicit disclosure of sensitive information, such as important account numbers. The collection of such information is both financially risky – inasmuch as this data can be manipulated by others to the great financial detriment of the registrant – and invasive of the registrant’s privacy, since such data can be used to learn a great deal of detail about the registrant, much of which is considered socially, legally, and morally inappropriate. The invention of independent claim 3, however, is different than Angles in that the retrieved demographic information preserves the anonymity of the user. Thus, information that might lead to the erosion of a registrant’s anonymity, such as account numbers, addresses, identification numbers, etc., is not retrieved. In this fashion both the user’s privacy is protected. Angeles does not disclose this layer of protection, and proceeds to collect as much data as possible, including data that does not protect the user’s anonymity.

Angles does also not disclose “a computer associated with the user that stores the demographic information input by the user.” Instead, Angles teaches that the registration module 60 stores the demographic data in the registration database 68. The registration database in Angles is not a user computer. Angles’ strategy of storing demographic data

for multiple registrants leaves Angles' invention vulnerable to inappropriate access to demographic information. However, in the invention of independent claim 3, the demographic information input by the user is stored on the user's computer, such that the user's information is better protected. Angles' system does not provide these features.

Additionally, Angles does not disclose, "utiliz[ing] the stored demographic information from the [consumer's] computer." In Angles, a copy of a consumer member code 22, stored on the consumer computer 12 in the form of a "cookie", keys access to the registration database 68. Thus, full access to the Angles' consumer demographic data requires accessing the registration database 68 – not merely the consumer computer 12. In contrast, in independent claim 3, the demographic information is obtained from the consumer's computer, such that additional access to a remote location to obtain the demographic data is not required. Since Angles does not disclose all of the elements recited in independent claim 3, independent claim 3 is believed to be allowable over Angles.

Independent claims 15 and 31 recite substantially similar elements to those at issue in independent claim 3. Thus, for the same reasons discussed above with respect to independent claim 3, Angles does not disclose all of the features of independent claims 15 and 31. Accordingly, independent claims 15 and 31 are believed to be allowable over Angles.

Dependent claims 4, 6, 9, 14, 17, 19, 20, and 32-36 are allowable at least by their dependency on independent claims 3, 15 and 31, respectively. Reconsideration and withdrawal of the Examiner's anticipation rejection over Angles are respectfully requested.

*Conclusion*

In view of the foregoing arguments, Applicant respectfully submits that the Examiner's rejections have been overcome, and that the application, including claims 3, 4, 6, 9, 14, 15, 17, 19, 20, and 31-36, is in condition for allowance. Reconsideration and withdrawal of the Examiner's rejections and an early Notice of Allowance are respectfully requested.

Respectfully submitted,

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